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SMOKING AND SMOKELESS TOBACCO

ADVERTISING

AD LIBBING IT [17 min., I-A] (video-5282)
CALIFORNIA DREAMS: HARLEY AND THE
MARLBORO MAN [21 min., JrH] (video- 6332)
CAMEL CHASERS, THE [6 min., El-A] (video-5485)
CIGARETTES AND SPORTS: STRIKING OUT AGAINST
TOBACCO [50 min., A, Prof] (video-4764)
DEATH IN THE WEST [28 min., P-A] (video-Eng-4087)
(video-Span-6315)
DYING FOR A SMOKE: KIDS AND TOBACCO
[16 min., I-SrH] (video-5900)
FIGHTING BACK: COMMUNITIES BEATING BIG
TOBACCO [13 min., SrH-A] (video-7268)
IF I'M LYIN', I'M DYIN': A PROGRAM ABOUT
SMOKING [17 min., I-JrH] (video-6323)
MARA'S BREATHTAKING STORY [22 min., JrH-SrH]
(video-6317)
MARKETING DISEASE TO HISPANICS [16 min., SrH-A]
(video-Eng-5495) (video-Span-5497)
MEDICINE VS. MADISON AVENUE: COUNTERING
THE TOBACCO PANDEMIC [25 min., SrH-A] (video-
5283)
SLIM HOPES: ADVERTISING AND THE OBSESSION
WITH THINNESS [30 min., SrH-A] (video-6346)
SMOKE SCREEN (video-6329) [20 min., JrH-A]
SPIT TOBACCO KILLS: THE EXTREME DANGER OF
CHEWING AND DIPPING TOBACCO
[28 min., JrH-SrH] (video-6864)
SUBJECT IS SMOKING, THE [28 min., JrH-SrH] (video-
7273)
SUI-GENOCIDE: THE KILLING OF MINORITY GROUPS
BY THE TOBACCO INDUSTRY [56 min., A, Prof]
(video-4765)
THUMBS UP, THUMBS DOWN [25 min., JrH-SrH] (video-
7275)
TOBACCO HORROR PICTURE SHOW [25 min., JrH-SrH]
(video-6950)
TOBACCO MARKETING AND KIDS [12 min., JrH-SrH]
(video-7274)
TOBACCO: THE PUSHERS AND THEIR VICTIMS
[38 min., El-SrH] (video-5019)
WHAT'S WRONG WITH TOBACCO? [30 min., JrH-A]
(video-6861)

CESSATION

CIGARETTES AND SPORTS: STRIKING OUT AGAINST
TOBACCO [50 min., A, Prof] (video-4764)
FINDING THE POWER [9 min., JrH-SrH] (video-7272)
HOLDING OUR OWN: STRATEGIES DURING
PREGNANCY AND MOTHERHOOD TO STOP
SMOKING [24 min., A] (video-7266)
HOW TO AVOID WEIGHT GAIN WHEN YOU STOP
SMOKING [24 min., SrH-A] (video- 6331)
HOW TO BEAT CIGARETTES [13 min., A] (video-4421)
HOW TO QUIT--THE NATIONAL WELLNESS STOP
SMOKING CAMPAIGN [75 min., SrH-A] (video
& audiocassettes -VT0002)
I'M DYING FOR A SMOKE [30 min., SrH-A] (video-Span
with Eng subtitles -6330)
KICKIN' BUTTS: HOW TO PUT OUT YOUR LAST
CIGARETTE [24 min., A] (video-7276)
KICKING NICOTINE: A HOW-TO FOR STUDENTS
[30 min., JrH-SrH] (video-6862)
NICOTINE DEPENDENCE ACROSS THE LIFESPAN IN
HEALTH AND DISEASE [35-58 min., A-Prof] (see
descriptions for individual titles)
PROTEGIENDO EL AIRE DE SUS HIJOS Y DE SU
COMUNIDAD: HOW ONE LATINO COMMUNITY
BANNED INDOOR SMOKING [20 min., A] (video-
Eng-7560)
SECOND CHANCE: 1 OF 10 [33 min., SrH-A] (video-
6318)
SMART MOVE [18 min., SrH-A] (video-6749)
SMOKING: FOLLOWING THE CROWD [12 min., JrH-
SrH] (video-5305)
SMOKING: GETTING READY TO QUIT [15 min., SrH-
SrH] (video-7550)
SMOKING: KICKING THE HABIT [28 min., A, Prof]
(video-5307)
STILL SMOKING? LILY HELPS [Eng-12 min.,
Span-11 min., SrH-A] (video-Eng/Span-7136)
STOP BEFORE YOU DROP [12 min., JrH-SrH] (video-
6557)
STOP SMOKING, QUIT FOR YOUR KIDS [20 min., A]
(video-5284)
SUBJECT IS SMOKING, THE [28 min., JrH-SrH] (video-
7273)

CHILDREN

CAPTAIN K.I.D.: STOP! STOP! STOP! THAT CIGARETTE [23 min., K-El] (video-6327)
DON'T SMOKE-RAP ON SMOKING [6 min., El-SrH] (video-6748)
E-HAZARDS: THEY'RE OUT THERE [15 min., I-JrH] (video-7218)
FIRSTHAND LESSON IN SECONDHAND SMOKE [10 min., El-A] (video-5490)
SMOKE SIGNALS [18 min., I-JrH] (video- 6324)
SMOKING: NO THANKS! [7 min., I-JrH] (video-6325)
SMOKIN' SAM [23 min., P-JrH] (video-6322)

DANGERS

AMERICAN PUBLIC HEALTH ASSOCIATION: 127th ANNUAL MEETING [120 min., A, Prof] (video-7085)
AND DOWN WILL COME BABY [16 min., SrH] (video-closed captioned-6649)
CONFESSIONS OF A SIMPLE SURGEON [21 min., JrH-A] (video-5311)
DOCTORS OUGHT TO CARE TOBACCO SLIDE PRESENTATION [62 Slides, A, Prof] (Slides-3158)
DON'T SMOKE-RAP ON SMOKING [6 min., El-SrH] (video-6748)
DRUG DANGER: IN THE BRAIN [12 min., JrH] (video-closed captioned-6959)
FEMININE MISTAKE: THE NEXT GENERATION [32 min., JrH-A] (video-5310)
FIRSTHAND LESSON IN SECONDHAND SMOKE [10 min., El-A] (video-5490)
HUGH McCABE: THE COACH'S FINAL LESSON [17 min., JrH-A] (video-5395)
I AM JOE'S HEART [25 min., El-A] (video-4291)
I AM JOE'S LUNG: NEW VERSION [20 min., I-A] (video-Eng-6319) (video-Span- 6320)
LIVING WELL WITH LUNG DISEASE: A SELF-MANAGEMENT PROGRAM [33 min., A] (video-closed captioned-6755)
MR. DIP LIP [El-SrH] (Model-M0002)
MR. GROSS MOUTH [El-SrH] (Model-M0001)
NO IFS, ANDS, OR BUTTS: SMOKING KILLS [23 min., JrH-SrH] (video-7559)
POISONING YOUR CHILDREN--THE PERILS OF SECONDHAND SMOKE [12 min., A, Prof] (video-5842)
POWER SURGE: TOBACCO [16 min., JrH-SrH] (video-closed captioned-6333)
ROADBLOCKS TO GOOD HEALTH [15 min., A] (video-5947)
SECOND CHANCE: 1 OF 10 [33 min., SrH-A] (video-6318)
SECONDHAND SMOKE, REVISED [20 min. I -A] (video-6316)
SMART MOVE [18 min., SrH-A] (video-6749)

SMOKELESS TOBACCO: A SPITTIN' IMAGE [14 min., El-SrH] (video-5522)
SMOKELESS TOBACCO: IS IT REALLY SAFE? [5 min., JrH-SrH] (video-6746)
SMOKELESS TOBACCO: IS IT WORTH THE RISK? [12 min., JrH-A] (video-5306)
SMOKELESS TOBACCO: THE SEAN MARSEE STORY [15 min., JrH-A] (video-4060)
SMOKELESS TOBACCO: THE WHOLE TRUTH [9 min., El-SrH] (video-4049)
SMOKING: EVERYTHING YOU AND YOUR FAMILY NEED TO KNOW [30 min., JrH-A] (video-4344)
SMOKING: IT'S YOUR CHOICE (3rd Ed.) [17 min., El-JrH] (video-4289)
SMOKING: TRUTH OR DARE? [34 min., JrH-SrH] (video-closed captioned-7097)
SMOKIN' SAM [23 min., P-JrH] (video-6322)
SPIT TOBACCO KILLS: THE EXTREME DANGER OF CHEWING AND DIPPING TOBACCO [28 min., JrH-SrH] (video-6864)
STOP SMOKING, QUIT FOR YOUR KIDS-[20 min., A] (video-5284)
TOBACCO HORROR PICTURE SHOW [25 min., JrH-SrH] (video-6950)
TRUTH ABOUT TOBACCO, THE [17 min., I-JrH] (video-6328)
UP IN SMOKE: THE EXTREME DANGER OF SMOKING TOBACCO [29 min., JrH-SrH] (video-6863)

DENTAL

MR. DIP LIP [El-SrH] (Model-M0002)
MR. GROSS MOUTH [El-SrH] (Model-M0001)
RAZZLE, DAZZLE THEM WITH DENTAL HEALTH [25 min., A, Prof] (video-4393)
SMOKELESS TOBACCO: THE WHOLE TRUTH [9 min., El-SrH] (video-4049)
WHAT'S WRONG WITH TOBACCO? [30 min., JrH-A] (video-6861)
WHAT YOU SHOULD KNOW ABOUT ORAL CANCER [9 min., JrH-A] (video-closed captioned-5763)

ENVIRONMENTAL TOBACCO SMOKE (ETS)

CAMEL CHASERS, THE [6 min., El-A] (video-5485)
E-HAZARDS: THEY'RE OUT THERE [15 min., I-JrH] (video-7218)
FIRSTHAND LESSON IN SECONDHAND SMOKE [10 min., El-A] (video-5490)
MI BEBE FUMANDO? [21 min., SrH-A] (video-Span-6111)
PLEASE DON'T SMOKE AROUND ME [7 min., A] (video-7269)
POISONING YOUR CHILDREN--THE PERILS OF SECONDHAND SMOKE [12 min., A, Prof] (video-5842)

SECONDHAND SMOKE, REVISED [20 min. I -A]
(video-6316)
SMOKING: IT'S YOUR CHOICE (3rd Ed.) [17 min., El-
JrH] (video-4289)
STOP SMOKING, QUIT FOR YOUR KIDS [20 min., A]
(video-5284)
SUBJECT IS SMOKING, THE [28 min., JrH-SrH] (video-
7273)
WAY TO A PROFITABLE SMOKE-FREE
WORKPLACE, THE [12 min., A, Prof] (video-5289)

GENERAL

AMERICAN PUBLIC HEALTH ASSOCIATION: 127th
ANNUAL MEETING [120 min., A, Prof] (video-
7085)
DRUGS, ALCOHOL AND PREGNANCY: WHAT YOU
SHOULD KNOW [25 min., SrH-A] (video-7253)
KIDS 'N DOCS TALK [18 min., Prof] (video-5437)
ROADBLOCKS TO GOOD HEALTH [15 min., A]
(video-5947)
SMOKING: EVERYTHING YOU AND YOUR FAMILY
NEED TO KNOW [30 min., JrH-A] (video-4344)
TOBACCO AT THE CROSSROADS: LESSONS
LEARNED AND CHALLENGES FOR THE NEW
MILLENNIUM [90 min., Prof] (video-7120)

HEARING IMPAIRED

AND DOWN WILL COME BABY [16 min., SrH]
(video-closed captioned-6649)
DRUG DANGER: IN THE BRAIN [12 min., JrH] (video-
closed captioned-6959)
I'M DYING FOR A SMOKE [30 min., SrH-A] (video-
Span with Eng subtitles -6330)
LIVING WELL WITH LUNG DISEASE: A SELF-
MANAGEMENT PROGRAM [33 min., A] (video-
closed captioned-6755)
POWER SURGE: TOBACCO [16 min., JrH-SrH] (video-
closed captioned-6333)
SMOKING: TRUTH OR DARE? [34 min., JrH-SrH]
(video-closed captioned-7097)
WHAT YOU SHOULD KNOW ABOUT ORAL
CANCER [9 min., JrH-A] (video-closed captioned-
5763)

SMOKELESS TOBACCO

MR. DIP LIP [El-SrH] (Model-M0002)
MR. GROSS MOUTH [El-SrH] (Model-M0001)
POWER SURGE: TOBACCO [16 min., JrH-SrH] (video-
closed captioned-6333)
RAZZLE, DAZZLE THEM WITH DENTAL HEALTH
[25 min., A, Prof] (video-4393)
SMOKELESS TOBACCO: A SPITTIN' IMAGE
[14 min., El-SrH] (video-5522)

SMOKELESS TOBACCO: IS IT REALLY SAFE?
[5 min., JrH-SrH] (video-6746)
SMOKELESS TOBACCO: IS IT WORTH THE RISK?
[12 min., JrH-A] (video-5306)
SMOKELESS TOBACCO: THE SEAN MARSEE
STORY [15 min., JrH-A] (video-4060)
SMOKELESS TOBACCO: THE WHOLE TRUTH
[9 min., El-SrH] (video-4049)
SMOKING: TRUTH OR DARE? [34 min., JrH-SrH]
(video-closed captioned-7097)
SPIT TOBACCO KILLS: THE EXTREME DANGER OF
CHEWING AND DIPPING TOBACCO
[28 min., JrH-SrH] (video-6864)
TOBACCO HORROR PICTURE SHOW [25 min.,
JrH-SrH] (video-6950)
TRAGIC CHOICE: THE BOB LESLIE STORY
[12 min., JrH-SrH] (video-7267)
TRUTH ABOUT TOBACCO, THE [17 min., I-JrH]
(video- 6328)
WHAT'S WRONG WITH TOBACCO? [30 min., JrH-A]
(video-6861)
WHAT YOU SHOULD KNOW ABOUT ORAL
CANCER [9 min., JrH-A] (video-closed captioned-5763)

SPANISH LANGUAGE

DEATH IN THE WEST [28 min., P-A] (video-Span-6315)
I AM JOE'S LUNG: NEW VERSION [20 min., I-A]
(video-Span - 6320)
I'M DYING FOR A SMOKE [30 min., SrH-A] (video-
Span with Eng subtitles -6330)
MARKETING DISEASE TO HISPANICS [16 min., SrH-
A] (video-Span-5497)
MI BEBE FUMANDO? [21 min., SrH-A] (video-Span-
6111)
STILL SMOKING? LILY HELPS [Eng-12 min.,
Span-11 min., SrH-A] (video-Eng/Span-7136)
TEENS AND TOBACCO [19 min., JrH-SrH] (video-
Span-7377)

TEENS

AND DOWN WILL COME BABY [16 min., SrH]
(video-closed captioned-6649)
CALIFORNIA DREAMS: HARLEY AND THE
MARLBORO MAN [21 min., JrH] (video- 6332)
DIARY OF A TEENAGE SMOKER [26 min., I-SrH]
(video- 6326)
DON'T SMOKE-RAP ON SMOKING [6 min., El-SrH]
(video-6748)
DRUG DANGER: IN THE BRAIN [12 min., JrH] (video-
closed captioned-6959)
DYING FOR A SMOKE: KIDS AND TOBACCO
[16 min., I-SrH] (video-5900)
FINDING THE POWER [9 min., JrH-SrH] (video-7272)

HUGH McCABE: THE COACH'S FINAL LESSON [17 min., JrH-A] (video-5395)
 IF I'M LYIN', I'M DYIN': A PROGRAM ABOUT SMOKING [17 min., I-JrH] (video-6323)
 KICKING NICOTINE: A HOW-TO FOR STUDENTS [30 min., JrH-SrH] (video-6862)
 MARA'S BREATHTAKING STORY [22 min., JrH-SrH] (video-6317)
 NICOTINE DEPENDENCE ACROSS THE LIFESPAN IN HEALTH AND DISEASE: SMOKING AND ADOLESCENTS—TOO YOUNG TO BE "HOOKED"? [56 min., A, Prof] (video-7381)
 NO IFS, ANDS, OR BUTTS: SMOKING KILLS [23 min., JrH-SrH] (video-7559)
 POWER SURGE: TOBACCO [16 min., JrH-SrH] (video-closed captioned-6333)
 SMOKE SIGNALS [18 min., I-JrH] (video- 6324)
 SMOKING: FOLLOWING THE CROWD [12 min., JrH-SrH] (video-5305)
 SMOKING: IT'S YOUR CHOICE (3rd Ed.) [17 min., El-JrH] (video-4289)
 SMOKING: TRUTH OR DARE? [34 min., JrH-SrH] (video-closed captioned-7097)
 SPIT TOBACCO KILLS: THE EXTREME DANGER OF CHEWING AND DIPPING TOBACCO [28 min., JrH-SrH] (video-6864)
 STOP BEFORE YOU DROP [12 min., JrH-SrH] (video-6557)
 SUBJECT IS SMOKING, THE [28 min., JrH-SrH] (video-7273)
 TEENS AND TOBACCO [19 min., JrH-SrH] (video-Span-7377)
 TOBACCO MARKETING AND KIDS [12 min., JrH-SrH] (video-7274)
 TOBACCO: THE PUSHERS AND THEIR VICTIMS [38 min., El-SrH] (video-5019)
 TRUTH ABOUT TOBACCO, THE [17 min., I-JrH] (video-6328)
 YOUTH AND ELDERLY AGAINST TOBACCO USE [104 min., JrH-A] (video-5489)

TOBACCO INDUSTRY

CIGARETTES AND SPORTS: STRIKING OUT AGAINST TOBACCO [50 min., A, Prof] (video-4764)
 CONFESSIONS OF A SIMPLE SURGEON [21 min., JrH-A] (video-5311)
 FIGHTING BACK: COMMUNITIES BEATING BIG TOBACCO [13 min., SrH-A] (video-7268)
 MARKETING DISEASE TO HISPANICS [16 min., SrH-A] (video-Eng-5495) (video-Span-5497)
 SLIM HOPES: ADVERTISING AND THE OBSESSION WITH THINNESS [30 min., SrH-A] (video-6346)
 SUI-GENOCIDE: THE KILLING OF MINORITY GROUPS BY THE TOBACCO INDUSTRY [56 min., A, Prof] (video-4765)
 TOBACCO: THE PUSHERS AND THEIR VICTIMS [38 min., El-SrH] (video-5019)

WOMEN

DIARY OF A TEENAGE SMOKER [26 min., I-SrH] (video- 6326)
 DRUGS, ALCOHOL AND PREGNANCY: WHAT YOU SHOULD KNOW [25 min., SrH-A] (video-7253)
 DRUGS, SMOKING AND ALCOHOL DURING PREGNANCY [9 min., SrH-A] (video- 6151)
 FEMININE MISTAKE: THE NEXT GENERATION [32 min., JrH-A] (video-5310)
 HOLDING OUR OWN: STRATEGIES DURING PREGNANCY AND MOTHERHOOD TO STOP SMOKING [24 min., A] (video-7266)
 MARA'S BREATHTAKING STORY [22 min., JrH-SrH] (video-6317)
 MI BEBE FUMANDO? [21 min., SrH-A] (video-Span-6111)
 PARENT THING, THE: FOR BABY'S SAKE [24 min., A] (video-5288)
 WOMAN'S HEALTH, A [57 min., A] (video- 6141)

DESCRIPTIONS

AD LIBBING IT - 5282

video color 17 min. 1992 I - A
 Exposes advertising practices by tobacco and alcohol companies and shows viewers how they are being manipulated to smoke cigarettes and drink alcoholic beverages. (ALTSCH) (ADVERTISING)

AMERICAN PUBLIC HEALTH ASSOCIATION: 127th ANNUAL MEETING -7085

video color 120 min. 1999 A, Professional
 Teleconference presented November 9, 1999. Presents the latest news and progress on tobacco legislation as it affects activities at the state and local levels and the latest research

findings on the links between the environment and asthma. **THE PHONE NUMBER AND FAX NUMBER GIVEN ON THE TAPE WERE ONLY VALID DURING THE TELECONFERENCE. THEY ARE NO LONGER VALID.** (APHA) (DANGERS; GENERAL)

AND DOWN WILL COME BABY (closed captioned)-6649

video color 16 min. 1994 SrH
 Describes the effects of exposure to drugs, alcohol and tobacco on the fetus during pregnancy. Explains Fetal Alcohol Syndrome (FAS). Discusses Sudden Infant Death Syndrome (SIDS). Emphasizes the dangerous mix of

substance abuse and an unplanned pregnancy. (NCADI)
(DANGERS; HEARING IMPAIRED; TEENS)

CALIFORNIA DREAMS: HARLEY AND THE MARLBORO MAN - 6332

video color 21 min. 1994 JrH

Episode of the NBC television sitcom, *California Dreams*, titled "Harley and the Marlboro Man." One of the characters, Jake, starts smoking after working on a motorcycle with his uncle who smokes. His friends help Jake to try to quit. Uncle Frank discloses he is dying from cancer. (NBC)
(ADVERTISING; TEENS)

THE CAMEL CHASERS - 5485

video color 6 min. 1993 El-A

Discusses tobacco companies' use of cartoon characters in their ads in order to appeal to children. Shows anti-smoking efforts in Mississippi and discusses their success. Also discusses the dangers of smoking and secondhand smoke, especially for young people. (MSDH) (ADVERTISING; ENVIRONMENTAL TOBACCO SMOKE-ETS)

CAPTAIN K.I.D.: STOP! STOP! STOP! THAT CIGARETTE - 6327

video color 23 min. 1990 K-El

Captain K.I.D. and friends entertain children while teaching them values and helping them to recognize and avoid hazardous situations in everyday life. (DIAMON)
(CHILDREN)

CIGARETTES AND SPORTS: STRIKING OUT AGAINST TOBACCO - 4764

video color 50 min. 1989 A, Professional

Dr. Alan Blum addresses the first annual Conference on Tobacco Use in America, January, 1989. Shows the powerful use of images by the tobacco industry in its advertising. Shows how they are able to circumvent the ban on television advertising of tobacco products. Shows a thirteen-point campaign to combat smoking, including the boycotting of non-tobacco products produced by tobacco corporations. Emphasizes that the tobacco industry is one of the top spenders in sports marketing. Discusses the Doctors that Ought to Care organization (DOC) and how they are using humor to create anti-tobacco ads to begin a movement to offset the highly effective ads of the tobacco industry. (DOC)
(ADVERTISING; CESSATION; TOBACCO INDUSTRY)

CONFESSIONS OF A SIMPLE SURGEON - 5311

video color 21 min. 1989 JrH-A

Features Australian surgeon Arthur Chesterfield Evans as he battles the tobacco industry. He shows the evidence that convinced him that tobacco is the most potentially dangerous product on the market today. He indicts the tobacco industry for replacing their dying customers with a new generation of smokers through sophisticated advertising practices. (PYR)
(DANGERS; TOBACCO INDUSTRY)

DEATH IN THE WEST English- 4087 Spanish-6315

video color 28 min. 1983 P-A

Presents a powerful exposé of cigarette advertising myths. Juxtaposes the healthy independent image of the Marlboro Man, defended in revealing interviews with cigarette company executives, with the stark reality of six smoking cowboys--all dying of smoking-induced illnesses. Helps increase perception of the hazards of smoking, creates awareness of the deceptive nature of cigarette advertising, and discourages young viewers from beginning to smoke. (PYR)
(ADVERTISING; SPANISH LANGUAGE)

DIARY OF A TEENAGE SMOKER - 6326

video color 26 min. 1991 I-SrH

Commentaries from teenage girls tell why they started smoking, how they felt physically and emotionally when addicted to cigarettes and how they quit. This film explores the image that allures young girls to start smoking and uses rock music, humor and fast pacing to reach its teenage audience. (EASTWE) (TEENS; WOMEN)

DOCTORS OUGHT TO CARE TOBACCO SLIDE PRESENTATION - 3158

62 Slides color 1992 A, Professional

Designed to educate young people about the dangers of smoking. Provides an understanding of how tobacco is promoted in the mass media, and how that can be countered in the office or clinic, the classroom, and in the community. (DOC) (DANGERS)

DON'T SMOKE- RAP ON SMOKING - 6748

video color 6 min. 1987 El - SrH

A fast-paced RAP presentation on the hazards of smoking by three youth who encourage their peers not to smoke. (CANCER) (CHILDREN; DANGERS; TEENS)

DRUG DANGER: IN THE BRAIN (closed captioned)- 6959

video color 12 min. 1992 JrH

Explains the physiology of the brain. Animated graphics show how drugs affect the messages flowing to and from the brain. Discusses addiction. (HLTCO) (DANGERS; HEARING IMPAIRED; TEENS)

DRUGS, ALCOHOL AND PREGNANCY: WHAT YOU SHOULD KNOW-7253

video color 25 min. 1992 SrH-A

Details the often tragic consequences of drugs on the fetus, including alcohol, cocaine, nicotine, marijuana, and over-the-counter drugs. Special attention is given to fetal alcohol syndrome (FAS). Shows real women with FAS-affected children. (HUMRE) (GENERAL; WOMEN)

DRUGS, SMOKING AND ALCOHOL DURING PREGNANCY - 6151

video color 9 min. 1992 SrH-A

Alleviates the confusion many pregnant women have about what may be harmful to their babies. Hazards discussed include: cigarette smoking, alcohol use, and illegal drugs, with special emphasis on cocaine. The potential dangers of over-the-counter and prescription drugs are also mentioned. Viewers are given tips on how to treat colds without resorting to medication. (MILNER) (WOMEN)

DYING FOR A SMOKE: KIDS AND TOBACCO - 5900

video color 16 min. 1993 I-SrH

The truth about cigarette advertising is revealed in this program. Cigarettes and other tobacco products are addictive, filled with poisons, expensive, and dangerous. Tobacco usage is explored through both nonsmoking teenagers and those who smoke but describe their desire to quit. Also includes a plea from a former smoker dying of lung cancer warning kids to not start smoking. (CORONE) (ADVERTISING; TEENS)

E-HAZARDS: THEY'RE OUT THERE-7218

video color 15 min. 1999 I-JrH

Loosely based on *The X-Files*' Fox Mulder and Dana Scully, Wolf and Lana identify everyday environmental health threats to children and provide useful tips and cautions. Emphasizes the following environmental hazards: household products, secondhand smoke, pesticides, overexposure to ultraviolet light, lead and contaminated water. (EPA) (CHILDREN; ENVIRONMENTAL TOBACCO SMOKE-ETS)

THE FEMININE MISTAKE: THE NEXT GENERATION - 5310

video color 32 min. 1989 JrH-A

Narrated by Meredith Baxter-Birney, demonstrates how today's young women are being persuaded to smoke by their peers. Offers evidence of tobacco's deadly and debilitating effects. (PYR) (DANGERS; WOMEN)

FIGHTING BACK: COMMUNITIES BEATING BIG TOBACCO-7268

video color 13 min. 1998 SrH-A

The video spotlights grassroots organizations in California that have successfully taken on the tobacco industry. Shows many different tactics the industry uses to infiltrate local communities, such as target market advertising and deceptive front groups. (ANR) (ADVERTISING; TOBACCO INDUSTRY)

FINDING THE POWER-7272

video color 9 min. 1997 JrH-SrH

A music video format which focuses on youth access to tobacco in urban minority communities, especially Asian-Pacific. Delivers the message that youth have the power to quit smoking and to make a difference in their community. (KCET) (CESSATION; TEENS)

FIRSTHAND LESSON IN SECONDHAND SMOKE - 5490

video color 10 min. 1993 EI-A

Children discuss, in their own words, the dangers of secondhand smoke. Presents statistics on the incidence of secondhand smoke. Discusses the negative effects secondhand smoke can have on infants and children, including Sudden Infant Death Syndrome, asthma, chronic cough and wheezing, and respiratory infections. (AHADAL) (CHILDREN; DANGERS; ENVIRONMENTAL TOBACCO SMOKE-ETS)

HOLDING OUR OWN: STRATEGIES DURING PREGNANCY AND MOTHERHOOD TO STOP SMOKING-7266

video color 24 min. 1998 A

A variety of women, either pregnant or with children, share stories about stopping smoking. Health care professionals explain withdrawal symptoms and offer helpful advice about quitting. Native American healers explain the past use of tobacco as a remedy, and how they must educate modern women on the dangers of tobacco. (ALTSCH) (CESSATION; WOMEN)

HOW TO AVOID WEIGHT GAIN WHEN YOU STOP SMOKING - 6331

video color 24 min. 1992 SrH-A

Helps people to analyze how ending the smoking habit may cause them to overeat and shows how to break these behavior chains. Provides lots of alternate activities in which to participate instead of smoking and/or eating. Gives tips on grocery shopping and eating at home, at restaurants and parties. (NATLH) (CESSATION)

HOW TO BEAT CIGARETTES - 4421

video color 13 min. 1989 A

Shows smokers how to quit smoking cigarettes permanently. Provides tips such as keeping a record of the total number of cigarettes smoked each day, buying only one pack at a time, and making two areas of the home no smoking areas. These tips increase the smoker's awareness of the habit and show how it can be broken. Identifies potential relapse situations and shows how to cope with them. (MILNER) (CESSATION)

HOW TO QUIT--THE NATIONAL WELLNESS STOP SMOKING CAMPAIGN -VT-0002

video + audiocassette color 75 min. 1994 SrH-A

A four-week program designed to give scientifically proven techniques that have helped millions stop smoking. The video in the kit describes a number of physical and psychological conditions that may occur in persons withdrawing from nicotine dependence. The kit also includes a handbook, relaxation/support audiocassettes, a program planner, a non-smoker's diary, a contract for life, a doctor's note for your employer, and telephone support line phone number. (ORBIS) (CESSATION)

HUGH McCABE: THE COACH'S FINAL LESSON - 5395

video color 17 min. 1988 JrH-A

Documents the final year in the life of junior high teacher and coach, Hugh McCabe. A victim of lung cancer, McCabe tells his story as a "final lesson" on the effects of smoking. (PYR) (DANGERS; TEENS)

I AM JOE'S HEART - 4291

video color 25 min. 1987 El-A

Explains how the heart and circulatory system are constructed, how the heart circulates the blood, what causes heart and circulatory disease, and how diet, exercise, and not smoking can help maintain a healthy heart. (PYR) (DANGERS)

I AM JOE'S LUNG: Revised English - 6319 Spanish - 6320

video color 20 min. 1991 I-A

In colorful animation and live action, illustrates the function of the respiratory system and the importance of the lung as well as investigates the effects that smoking, drugs, disease, and pollution exert on the respiratory system. Concludes with sensible ways to care for the lungs. (PYR) (DANGERS; SPANISH LANGUAGE)

IF I'M LYIN', I'M DYIN': A PROGRAM ABOUT SMOKING - 6323

video color 17 min. 1994 I-JrH

When a group of young people are confronted with the seductive ad messages and peer pressure that lure teens to smoke, they begin to examine their attitudes about cigarettes. Everyday events challenge the group to learn and practice resistance skills to avoid getting hooked on cigarettes. This presentation will help teenagers evaluate whether or not to smoke. (DISNEY) (ADVERTISING; TEENS)

I'M DYING FOR A SMOKE (Spanish with English subtitles) - 6330

video color 30 min. 1992 SrH-A

The first culturally specific smoking cessation video created for the Hispanic Community. Provides motivation and techniques to quit smoking and avoid relapse and also focuses on prevention for non-smokers. (ETRNET) (CESSATION; HEARING IMPAIRED; SPANISH LANGUAGE)

KICKIN' BUTTS: HOW TO PUT OUT YOUR LAST CIGARETTE-7276

video color 24 min. 2000 A

Shows smokers exactly what they can expect to go through when they decide to quit. It also gives helpful hints and tips on what a person can do to ease their nicotine cravings while they go through withdrawal. (CRPR) (CESSATION)

KICKING NICOTINE: A HOW-TO FOR STUDENTS-6862

video color 30 min. 1996 JrH-SrH

A number of real teens describe their own battle with nicotine. Shows Tobacco Awareness Program Support Groups where students discuss their experience with the quitting process. Helps students recognize they have options concerning the use of tobacco. Shows adults who have had their larynxes removed. (HUMRE) (CESSATION; TEENS)

KIDS 'N DOCS TALK - 5437

video color 18 min. 1992 Professional

A basic overview of pediatric communications which put children at ease, show how to think like a child, and how to answer children's questions. Each section reveals children's misconceptions about smoking and how it affects their bodies. Health care professionals present communication techniques and how they apply to children of different ages throughout the program. (POEP) (GENERAL)

LIVING WELL WITH LUNG DISEASE: A SELF-MANAGEMENT PROGRAM (closed captioned)-6755

video color 33 min. 1995 A

Describes chronic obstructive pulmonary disease (COPD) and its effect on the function of the lungs. Explains that smoking is the primary risk factor causing COPD. Stresses that the patient can partner with health care professionals in the treatment of the disease. (KRAMES) (DANGERS; HEARING IMPAIRED)

MARA'S BREATHTAKING STORY - 6317

video color 22 min. 1994 JrH-SrH

Presents the story of a teenager named Mara who smokes as a way to fit in with a group of friends at a new school. She rethinks her decision to smoke after she learns that the glamour of smoking is manufactured by advertisers and after her grandmother dies of heart failure after many years of smoking. (CORV) (ADVERTISING; TEENS; WOMEN)

MARKETING DISEASE TO HISPANICS English-5495 Spanish-5497

video color 16 min. 1992 SrH-A

Examines the pervasive influence of the alcohol and tobacco industries in the Latino community and the devastating effects alcohol and tobacco are having on their lives. The video exposes the industries' advertising tactics and their attempts to influence Latino community leaders and media to reach the Latino market. (UMDNJ) (ADVERTISING; SPANISH LANGUAGE; TOBACCO INDUSTRY)

MEDICINE VS. MADISON AVENUE: COUNTERING THE TOBACCO PANDEMIC - 5283

video color 25 min. 1992 SrH-A

Shows the world of tobacco advertising and counter-advertising. The Doctors Ought to Care organization is zealously trying to prevent the tobacco industry from

manipulating the public, through advertising, into using tobacco products. (DOC) (ADVERTISING)

MI BEBE FUMANDO? (Spanish) - 6111

video color 21 min. 1991 SrH-A

Features a family with children: a wife who is pregnant, and her husband, who smokes. Addresses the health risks of secondhand smoke for fetuses, infants, and pregnant women. (TECC) (ENVIRONMENTAL TOBACCO SMOKE-ETS; SPANISH LANGUAGE; WOMEN)

MR. DIP LIP - M0002

Model El-SrH

The unsightly, vivid consequences of dipping shown in this model will convince anyone that dipping is disgusting and definitely not worth it. The mouth opens and closes from the rear and the flesh-like lips retract to show the disease effects dipping can have on the inner lip, gums and teeth. For use by health educators. (HLTHED) (DANGERS; DENTAL; SMOKELESS TOBACCO)

MR. GROSS MOUTH - M0001

Model El-SrH

What can smokeless tobacco do to your mouth? This accurate model shows the effects of this deadly, filthy habit on the teeth, tongue and oral cavity. A bottle of tobacco juice comes with each model with instructions on how to make the tongue "spit". This model is three times the normal size and is mounted on a wooden case for easy use by health educators. (HLTHED) (DANGERS; DENTAL; SMOKELESS TOBACCO)

NICOTINE DEPENDENCE ACROSS THE LIFESPAN IN HEALTH AND DISEASE

video color see below for running times 2000

A, Professional

Intended for health professionals and physicians. (MDA) (CESSATION; TEENS)

CANCER PATIENTS: STOPPING SMOKING IS GOOD MEDICINE-7379 (35 min.) Speaker:

Ellen R. Gritz, Ph.D.

CHALLENGE OF TREATING TOBACCO DEPENDENCE, THE: TRANSLATING RESEARCH INTO PRACTICE-7380 (58 min.)

Speaker: Michael Fiore, M.D., M.P.H.

SMOKING AND ADOLESCENTS: TOO YOUNG TO BE "HOOKED"?-7381 (56 min.) Speaker:

Alexander V. Prokhorov, M.D., Ph.D.

THE PARENT THING: FOR BABY'S SAKE - 5288

video color 24 min. 1992 A

Gives step-by-step instructions to pregnant women on how to give their baby the best chance for good health. Expresses the importance of adequate prenatal care and precautions to take while pregnant. Explains how the fetus develops. Emphasizes the need for good nutrition and for avoidance of

tobacco, alcohol and drugs during pregnancy. Explains that alcohol and drugs can cause fetal alcohol syndrome, low birth weight or premature delivery, mental retardation or other birth defects. Urges pregnant women to discuss parenting with the baby's father and to develop a good relationship for the baby's sake. (BESTCA) (WOMEN)

PLEASE DON'T SMOKE AROUND ME-7269

video color 7 min. 1999 A

Addressed to new parents, focuses on medical problems caused by secondhand smoke and how to reduce a child's exposure. Features interviews with new mothers and physicians. (TECC) (ENVIRONMENTAL TOBACCO SMOKE-ETS)

POISONING YOUR CHILDREN--THE PERILS OF SECONDHAND SMOKE - 5842

video color 12 min. 1993 A, Professional

Shows the importance of not smoking around children by presenting disturbing statistics on the harmful effects of secondhand smoke on children. (AAO) (DANGERS; ENVIRONMENTAL TOBACCO SMOKE-ETS)

POWER SURGE: TOBACCO (closed captioned) - 6333

video color 16 min. 1995 JrH-SrH

Interviews teens, some of whom smoke or "dip." They tell of their experiences with starting the habit and the difficulty in quitting. Shows a smoker's lung, with an embedded tumor and brown with tar. The son of J. R. Reynolds, Patrick Reynolds, tells his story of losing his father to emphysema caused by smoking. The overriding message is that the best way to quit smoking is not to start. (MEDIAI) (DANGERS; HEARING IMPAIRED; SMOKELESS TOBACCO; TEENS)

PROTEGIENDO EL AIRE DE SUS HIJOS Y DE SU COMUNIDAD: HOW ONE LATINO COMMUNITY BANNED INDOOR SMOKING (English)-7560

video color 20 min. 2002 A

Traces the evolution of the political, social and health issues which led to a strong city wide indoor smoking ban in El Paso, Texas. (LCAT) (CESSATION)

RAZZLE DAZZLE THEM WITH DENTAL HEALTH - 4393

video color 25 min. 1990 A, Professional

Divided into seven segments: Classroom Resources, Dental Sealants, Dental Safety, Smokeless Tobacco, Dental Decay, Nutrition, Periodontal Disease. Designed to aid the classroom teacher with suggestions for class activities and sources for audio-visual materials for teaching dental health units. (DENTAL) (DENTAL; SMOKELESS TOBACCO)

ROADBLOCKS TO GOOD HEALTH - 5947

video color 15 min. 1995 A

Discusses a major "roadblock" to good health: substance abuse. Discusses addictive substances, such as alcohol,

tobacco, prescription and illegal drugs, coffee and others. Describes their detrimental effects on the human body. Defines how to recognize a substance abuse problem and offers tools to eliminate these addictions, or “roadblocks” to good health. (ALTSCH) (DANGERS; GENERAL)

SECOND CHANCE: 1 OF 10 - 6318

video color 33 min. 1993 SrH-A

Dramatizes each step of the lung cancer process from diagnosis to surgery to recovery through the eyes of an airline pilot and cigarette smoker named Tim. An ideal program for smoking-cessation programs. (HLTCON) (CESSATION; DANGERS)

SECONDHAND SMOKE, REVISED - 6316

video color 20 min. 1996 I - A

Updated version. Combines humor with facts to prove that tobacco smoke increases the risk of lung cancer and other diseases in nonsmokers. Shows smokers how their habit harms those around them, and urges nonsmokers to defend their right to breathe smoke-free air. Facts about secondhand smoke: can damage the hearts and lungs of nonsmokers; aggravates asthma in one million children each year; is designated as a Class A carcinogen by the EPA. (PYR) (DANGERS; ENVIRONMENTAL TOBACCO SMOKE-ETS)

SLIM HOPES: ADVERTISING AND THE OBSESSION WITH THINNESS - 6346

video color 30 min. 1995 SrH-A

Focuses on the effects of advertising on women as they seek to imitate models such as Kate Moss (the waif look) and Stephanie Seymour (the voluptuous look). Explains how many girls experience anorexia and bulimia in order to achieve “the look.” Discusses the weight-loss industry and the preoccupation with dieting. Shows how the tobacco industry offers cigarettes as a substitute for food. (MEF) (ADVERTISING; TOBACCO INDUSTRY)

SMART MOVE - 6749

video color 18 min. 1988 SrH - A

Discusses the dangers of smoking and provides tips on how to quit. (CANCER) (CESSATION; DANGERS)

SMOKELESS TOBACCO: A SPITTIN' IMAGE - 5522

video color 14 min. 1994 EI-SrH

Increases awareness of the dangers of smokeless tobacco. Refutes myths about smokeless tobacco which the media presents. Factual information is provided by a young narrator, former users and health professionals. Students are introduced to the seriousness and expense of an addiction. Stresses that chewing is not a substitute for smoking but rather is a more harmful way to introduce nicotine into the body. (MEDPRO) (DANGERS; SMOKELESS TOBACCO)

SMOKELESS TOBACCO: IS IT REALLY SAFE? - 6746

video color 5 min. 1983 JrH - SrH

Describes in clear terms all of the hazards of using smokeless tobacco. Emphasizes that it is not safer than smoking. (CANCER) (DANGERS; SMOKELESS TOBACCO)

SMOKELESS TOBACCO: IS IT WORTH THE RISK? - 5306

video color 12 min. 1989 JrH-A

Explains the harmful effects of using smokeless tobacco, especially the high incidence of mouth cancer. Urges young people not to start using these products. Contradicts the commonly-held assumption that smokeless tobacco is safe since there is no smoke to be inhaled. (UTGAL) (DANGERS; SMOKELESS TOBACCO)

SMOKELESS TOBACCO: THE SEAN MARSEE STORY - 4060

video color 15 min. 1986 JrH-A

Presents the dangers of smokeless tobacco including oral cancer, oral leukemia, gum disease, tooth loss, and nicotine addiction. Tells the true story of Sean Marsee, a high school track star and habitual user of snuff, who died of oral cancer at age 19. Stresses that smokeless tobacco is not a safe alternative to smoking and encourages saying “no” when faced with peer pressure. (DISNEY) (DANGERS; SMOKELESS TOBACCO)

SMOKELESS TOBACCO: THE WHOLE TRUTH - 4049

video color 9 min. 1985 EI-SrH

Former baseball great Jim Lonborg, who is now a practicing dentist, alerts young people to the proven addictive qualities of smokeless tobacco and its potential dangers: gum disease, tooth loss, cancer of the mouth and gums, and leukoplakia. Dispels mistaken idea that snuff and chewing tobacco are less harmful than cigarettes and offers an alternative role model. (SUNBUR) (DANGERS; DENTAL; SMOKELESS TOBACCO)

SMOKE SCREEN - 6329

video color 20 min. 1993 JrH-A

Dave Goerlitz, former Winston Man, reveals four main themes from his own experience with tobacco industry advertising: cigarette ads are deliberate deceptions, tobacco will not make someone a success, despite what tobacco companies claim, kids are the targets of their advertising, and children are the key to winning the “Tobacco Wars”. (GATE) (ADVERTISING)

SMOKE SIGNALS - 6324

video color 18 min. 1995 I-JrH

A comedy in the vein of *Groundhog Day*, this program tells the story of Joey, who starts smoking on his 13th birthday and then nightmarishly re-lives that same day over and over. After

experiencing the negative side effects of smoking, he finally throws his cigarettes away, and sees the dawn of a different day. (DISNEY) (CHILDREN; TEENS)

SMOKING: EVERYTHING YOU AND YOUR FAMILY NEED TO KNOW - 4344

video color 30 min. 1989 JrH-A

Former Surgeon General Dr. C. Everett Koop presents convincing information on the health risks of tobacco. Produced by Home Box Office. (AMBROS) (DANGERS; GENERAL)

SMOKING: FOLLOWING THE CROWD - 5305

video color 12 min. 1992 JrH-SrH

Imploring teens not to start smoking, explains the physical, social, financial, and mental consequences of this habit. Shows some techniques to use to quit smoking and the importance of knowing what triggers the urge to smoke. (HLTHED) (CESSATION; TEENS)

SMOKING: GETTING READY TO QUIT-7550

video color 15 min. 2001 SrH-A

Discusses a list of specific quitting strategies. Encourages a self-examination of the smoking habit. Explains how to use various quitting aids such as nicotine gum, patches, or nasal sprays. The Texas Department of Health does not endorse any particular brand or product. (MILNER) (CESSATION)

SMOKING: IT'S YOUR CHOICE (3rd Ed.) - 4289

video color 17 min. 1989 EI-JrH

Helps young viewers make a decision about smoking by teaching the facts. Includes information about secondhand smoke, the relationship of cigarettes to emphysema, cancer and heart disease, the difficulty of quitting, as well as how to deal with peer pressure. (ALTSCH) (DANGERS; ENVIRONMENTAL TOBACCO SMOKE-ETS; TEENS)

SMOKING: KICKING THE HABIT - 5307

video color 28 min. 1992 A-Professional

In an interview setting two health professionals discuss the smoking phenomenon, expressing the differences by gender of those starting to smoke, and those quitting the habit. Explains that while young children, having been educated about the dangers of smoking, may try to get their parents to stop smoking, teens are not as concerned about long term consequences. Children in homes where parents and older siblings smoke are much more likely to smoke. Encourages the person trying to quit smoking to be persistent and not to give up, even though they may start and stop many times. Encourages smokers to document where and when they are more likely to smoke and to monitor the number of cigarettes they smoke each day. Quitters need not stop "cold turkey", decreasing the number of cigarettes smoked each day can also be an effective method. (HLTHED) (CESSATION)

SMOKING: NO THANKS! - 6325

video color 7 min. 1993 I-JrH

Features a variety of scenarios in which young people are pressured to try a cigarette and in each, the student asserts his or her reasons for not smoking. An invaluable learning tool for young people because it shows ways in which they can say "no" and still be accepted by their friends. (ALTSCH) (CHILDREN)

SMOKING: TRUTH OR DARE? (closed captioned)-7097

video color 34 min. 1999 JrH-SrH

Graphically demonstrates to teens who smoke or use chewing tobacco exactly what this deadly habit is doing to them. Describes long term effects such as cancer, emphysema, hairy tongue, and heart disease. (AIMS) (DANGERS; HEARING IMPAIRED; SMOKELESS TOBACCO; TEENS)

SMOKIN' SAM- 6322

video color 23 min. 1995 P-JrH

Presents the dangers of smoking using the story of Smokin' Sam. Sam, the All-American star of a roller hockey league, has a secret he does not want his fans to know: he smokes. Two eleven-year-old sleuths find out, and with help from the school nurse, a doctor and an advertising professional, they decide to convince Smokin' Sam that he should quit. (PYR) (CHILDREN; DANGERS)

SPIT TOBACCO KILLS: THE EXTREME DANGER OF CHEWING AND DIPPING TOBACCO-6864

video color 28 min. 1996 JrH-SrH

Describes the real damage that spit tobacco can do to the human body. Includes the warning signs of diseases caused by using spit tobacco. Shows how the media shapes the views of teenagers concerning spit tobacco. (HUMRE) (ADVERTISING; DANGERS; SMOKELESS TOBACCO; TEENS)

STILL SMOKING? LILY HELPS (English/Spanish)-7136

video color Eng-12 min.; Span-11 min. 1998 SrH-A

Lily's sister, Ana, is pregnant and determined to quit smoking. Ana tries various methods to stop and finally joins a smoking cessation group. There she finds support and learns about the 5 D's to help her quit: delay the craving, do something else, drink water, deep breathe and dialogue with a friend. Ana is successful. (ALTSCH) (CESSATION; SPANISH LANGUAGE)

STOP BEFORE YOU DROP - 6557

video color 12 min. 1989 JrH - SrH

An anti-smoking program targeting Black teens. Using a mix of catchy lyrics, music, and dance, viewers are encouraged to "fight it—don't light it." (DURRIN) (CESSATION; TEENS)

STOP SMOKING, QUIT FOR YOUR KIDS - 5284

video color 20 min. 1993 A

Dr. Bob Arnot is featured on *CBS THIS MORNING* on an anti-smoking campaign. Divided into five segments, deals with the increased susceptibility for respiratory infections in children with smoking parents. Also outlines the risks of birth defects when the fetus is exposed to smoke before birth. Discusses the use of the nicotine patch, its effectiveness and drawbacks. Discusses the free smoking cessation telephone helpline program in California. Introduces newer nicotine replacement methods of the future such as the nicotine nasal spray, lozenges, and inhalers that hold promise for smokers that want to quit. Finally, covers educational programs that are available and being used to keep children from starting to smoke. (AMBROS) (CESSATION; DANGERS; ENVIRONMENTAL TOBACCO SMOKE-ETS)

THE SUBJECT IS SMOKING-7273

video color 28 min. 1994 JrH-SrH

Features Latino high school youth, health care professionals, and members of the Culture Clash theatrical group. Gives an overview of tobacco use, including health effects and secondhand smoke, cessation, and advertising targeted to youth. (TECC) (ADVERTISING; CESSATION; ENVIRONMENTAL TOBACCO SMOKE-ETS; TEENS)

SUI-GENOCIDE: THE KILLING OF MINORITY GROUPS BY THE TOBACCO INDUSTRY - 4765

video color 56 min. 1990 A, Professional

Dr. Alan Blum addresses the Second Symposium on Minorities. He discusses the tobacco industry's use of symbols as a powerful and effective advertising technique to promote tobacco products. The prevalence of smoking among upper income, higher educated groups is declining, but it is increasing among young, less educated, minority and poor groups. Anti-smoking campaigns have not been effective and much more aggressive techniques need to be made. Shows how tobacco companies specifically target minority groups for their advertising. Demonstrates how the Doctors Ought to Care organization (DOC) is using humor to create anti-tobacco ads to begin a movement to offset the highly effective ads of the tobacco industry. (DOC) (ADVERTISING; TOBACCO INDUSTRY)

TEENS AND TOBACCO (Spanish)-7377

video color 19 min. 2000 JrH-SrH

Looks at smoking from the viewpoints of teens who have begun smoking or chewing tobacco, of a doctor who has treated the effects of tobacco use, and of a middle-aged smoker with cancer of the larynx. (AIMS) (SPANISH LANGUAGE; TEENS)

THUMBS UP, THUMBS DOWN-7275

video color 25 min. 1996 JrH-SrH

Four teens report on tobacco use in movies and on television. Uses humorous vignettes, vintage tobacco commercials, and

California media public service announcements to expose the tobacco industry's efforts to infiltrate all forms of entertainment. (ALACA) (ADVERTISING)

TOBACCO AT THE CROSSROADS: LESSONS LEARNED AND CHALLENGES FOR THE NEW MILLENNIUM - 7120

video color 90 min. 1999 Professional
Teleconference presented on November 9, 1999, at the 127th Annual Meeting of the American Public Health Association. Describes tobacco-related research, recent regulatory rulings and community and global implications. THE FAX NUMBER AND PHONE NUMBER GIVEN ON THE TAPE WERE ONLY VALID DURING THE TELECONFERENCE. THEY ARE NO LONGER VALID. (APHA) (GENERAL)

TOBACCO HORROR PICTURE SHOW-6950

video color 25 min. 1997 JrH-SrH

Mixes horror with humor as a cancer victim, an emphysema sufferer, health care professionals, and teen smokers or former smokers contribute their perspectives and concerns over smoking and the use of smokeless tobacco. Shows how advertising encourages tobacco use. (NEWDI) (ADVERTISING; DANGERS; SMOKELESS TOBACCO)

TOBACCO MARKETING AND KIDS-7274

video color 12 min. 1996 JrH-SrH

Encourages youth advocacy and targets tobacco marketing in the form of billboards, point of sale displays, and promotional items. Created to assist agencies with California's community outreach activities. (CHS) (ADVERTISING; TEENS)

TOBACCO: THE PUSHERS AND THEIR VICTIMS - 5019

video color 38 min. 1989 El-SrH

Exposes the strategies used by the tobacco industry to capitalize on young people's insecurities and how they are able to manipulate teens into buying tobacco products. Shows how tragically influential tobacco ads can be. Shows how kids can learn to reject the daily pressures of such ads. (PYR) (ADVERTISING; TEENS; TOBACCO INDUSTRY)

TRAGIC CHOICE: THE BOB LESLIE STORY-7267

video color 12 min. 1997 JrH-SrH

The true story of a baseball player and coach from California, who started chewing tobacco at age 13 and had cancer by age 27. Narrated by Joe Garagiola. (ROMANO) (SMOKELESS TOBACCO)

THE TRUTH ABOUT TOBACCO - 6328

video color 17 min. 1993 I-JrH

Designed to appeal to young people, this program uses dramatic scenes, contemporary graphics and real teenagers giving their thoughts on the use of tobacco. Topics include: the history of tobacco, the danger of nicotine, the physical and

social effects of smoking on the body, peer pressure, and smokeless tobacco. (SYNDIS) (DANGERS; SMOKELESS TOBACCO; TEENS)

UP IN SMOKE: THE EXTREME DANGER OF SMOKING TOBACCO-6863

video color 29 min. 1996 JrH-SrH

Describes the real damage that smoking tobacco can do to the human body. Includes interviews with laryngectomees. (HUMRE) (DANGERS)

THE WAY TO A PROFITABLE SMOKE-FREE WORKPLACE - 5289

video color 12 min. 1992 A, Professional

Designed for businesses or committees formulating a smoking policy in the workplace. Executives from various corporations are featured as they share their views and experiences regarding workplace smoking policies. (ADMS) (ENVIRONMENTAL TOBACCO SMOKE-ETS)

WHAT'S WRONG WITH TOBACCO? - 6861

video color 30 min. 1994 JrH-A

Presents kids who have already kicked the nicotine habit as well as teens currently struggling to become tobacco-free. Uses contemporary music and street scenes to persuasively discourage tobacco use. Shows the effect of advertising on young people. Explains that "spit tobacco" is not a safe alternative to smoking, adversely affecting the gums and teeth. (HUMRE) (ADVERTISING; DENTAL; SMOKELESS TOBACCO)

WHAT YOU SHOULD KNOW ABOUT ORAL CANCER - 5763

video color 9 min. 1994 JrH-A

Explores detection, prevention, and treatment of oral cancer. Demonstrates procedures for self-examination. Includes a message from Cal Ripken, Jr., shortstop for the Baltimore Orioles, about the hazards of smokeless tobacco in relation to oral cancer. (SPCTRM) (DENTAL; HEARING IMPAIRED; SMOKELESS TOBACCO)

A WOMAN'S HEALTH - 6141

video color 57 min. 1995 A

Presents six women and the health issues that affect them: smoking, heart disease, depression, menopause, domestic violence, and breast cancer. (CORV) (WOMEN)

YOUTH AND ELDERS AGAINST TOBACCO USE - 5489

video color 104 min. 1994 JrH-A

A National Town Meeting via satellite, March 24, 1994. Discusses the key findings from the former Surgeon General's Report, "Preventing Tobacco Use Among Young People". Features Dr. Jocelyn Elders with a group of young people and professionals discussing strategies for preventing teenagers' use of tobacco. (CDC) (TEENS)

GENERAL INFORMATION

Purpose

The Audiovisual Library is maintained for the specific purpose of furnishing agencies, organizations, and individuals with health education media that can be useful for public education, professional education, and school programs.

It is not possible to supply all the media needed for educational programs throughout the state. Health departments, schools, colleges, hospitals, and other organizations are urged to purchase media items for which there is frequent or regularly recurring use.

Who May Borrow

Any responsible individual in Texas may borrow media from the collection. There is no charge other than payment of return mailing and insurance. Media from this library cannot be sent outside of Texas. To be eligible for library services, you must submit a signed Statement of Responsibility form indicating that you have read and agree to abide by all the rules and regulations of the library and that you accept financial responsibility for the media you borrow. A blank Statement of Responsibility form follows the Annotations section in this catalog. If you do not have this form on file, please remove it from this catalog, read, sign and mail or fax it to the library before you place your next order. Only one signed form is necessary.

Types of Media

The types of media in the collection include 16mm films, 1/2" VHS videocassettes, slide/tape programs, books, audiocassettes, and audiovisual models. Most of these are evaluated and acquired by the various units within the Texas Department of Health. Items in the collection are for free loan only and are not available for sale.

How to Order Media

When possible, borrowers should submit a written request for media. The Audiovisual Library provides a media order blank for this purpose. A Health Media Order Blank is included at the end of this catalog.

All of the information must be completed on the media order blank. The order form must be signed.

The Audiovisual Library also accepts telephone requests between 7:30 a.m. and 5:00 p.m. Monday through Friday: (512) 458-7260, or you may fax your order anytime to FAX: (512) 458-7474.

For borrowers outside of Austin, orders should be received by the Audiovisual Library at least 4 days in advance of the show date. This requirement allows for processing and shipment.

Austin borrowers have two options to receive media. Programs may be picked up and returned at the Audiovisual Library in the Warehouse, Room 115, 1111 North Loop, Austin. Please call for specific directions for locating the library. If the items are available, they may be reserved and picked up during one visit. Programs may also be shipped. The borrower is responsible for payment of the return mailing and insurance.

The loan period is for a maximum of ten days unless other special arrangements can be made. Unless the ten days are specifically requested, media will be scheduled for five days.

Group together all items needed on the same dates. Include the catalog numbers for all items. Several items are available in different media formats, such as 16mm film, and 1/2" VHS videocassette. The catalog numbers distinguish the format and are very important.

Borrowers are limited to eight media titles for a given loan period in order to provide maximum access to the collection by the greatest number of borrowers. New clients may check out a maximum of three items on their first order.

Plan ahead and check your calendar before ordering. Reservations are accepted up to a year in advance of the show date. Do not schedule items to be received or returned on holidays or weekends. Unless you specify otherwise, any media requested but not available on the dates specified will be booked for the first available date or a similar title will be scheduled for the requested use dates. If you need to cancel these items, do so before the ship date indicated.

Order Confirmation

Orders are confirmed in writing. Confirmation letters list the titles available, the ship or pick-up date, the date the items must be returned, and the titles not available. Check this information carefully and telephone the Audiovisual Library before the scheduled ship date if any corrections are needed. An extra order blank is included with the confirmation for future use. If you would like to have your confirmation letters faxed to you, please supply us with your fax number.

Copyright Restrictions

Media in the collection cannot be duplicated or televised without prior written permission from the copyright owner. Media cannot be shown for commercial purposes, nor can an attendance fee be charged for their showing. Violations of federal copyright law will result in the immediate suspension of Audiovisual Library privileges and prosecution by the copyright owner can result in financial penalties and/or jail.

Borrower Responsibility

Media may not be lent by the borrower to others. The borrower accepts responsibility for return shipping costs and for the prompt return of media items, loss or damage beyond repair, copyright compliance, and determining appropriate audiences.

Media items are in great demand so it is extremely important to return them on the scheduled date. Any borrower having three (3) late returns will have their Audiovisual Library privileges suspended. No further confirmed orders will be shipped to borrowers with materials still out that are two weeks or more late being returned. Willful failure to return borrowed media upon request will be viewed as theft of state property in violation of Section 31.03, Texas Penal Code, the conviction of which could, depending on value, result in a fine not to exceed \$500.00 (Class C Misdemeanor), to confinement up to 10 years and a fine up to \$10,000 (Third Degree Felony).

Items reserved for pick-up that are not picked up or canceled will be returned to stock and will count as a late penalty against the borrower's record.

The borrower is financially responsible for borrowed media until its return to the Audiovisual Library. Borrowers will be billed for any lost or damaged media.

Returning Media

Return items on or before the scheduled return date. If you need to extend a reservation, telephone the Audiovisual Library at (512) 458-7260 and it will be extended once if there are no other reservations. Extensions should be kept to a minimum.

Borrowers in Austin return media items to the Audiovisual Library. An outdoor drop box is located near the Library entrance to return items after closing. Borrowers who had their programs shipped to them are responsible for payment for the return shipping costs and insurance.

All 16mm films are inspected and repaired upon return. Borrowers should not attempt repair and should not use scotch tape on films. Return 16mm films on the same size reel. Tape down the ends of film with masking tape.

Videocassettes should be rewound before return. A condition check is made after each circulation.

Return slide/tape programs with the slides in the correct order and the tapes rewound. Do not tape, label, or write on slide/tape storage boxes.

Return all supplemental printed material such as study guides with the media. Return all video cases. Such material not returned will cause borrowers to be billed for replacement or a late penalty will be assessed.

Pack media items in the same shipping containers in which they were received. Return the packing list with the item and indicate usage and any condition problems. A return address label is provided. Tape shipping case straps securely.

Items will be shipped by UPS. You are not required to return them by UPS, but this is encouraged so missing shipments can be readily traced. When returning media to the library, videos should be insured for \$200 each, slide-tapes and models \$100 each and films \$400 each. Shipments valued at over \$400 should be returned by UPS or similar courier service. Borrowers will be liable for returned uninsured shipments if lost in transit. The user

assumes financial responsibility to the State of Texas should items requested be lost, stolen, or damaged from the date received until the materials are received in the Audiovisual Library.

How to Order Catalogs

A **HEALTH MEDIA CATALOG** (Form #4-20) is provided upon request. There is no charge. Orders for film catalogs should be sent to the Audiovisual Library at the address below. They should include the requester's mailing address and the quantity needed. Quantity is limited to 10 copies per request. You may also request a catalog at our web page. Our internet address is: <http://www.tdh.state.tx.us>

Another film catalog available is the **EMS MEDIA LISTING**. This catalog contains additional media available for qualified groups or individuals. Special listings excerpted from the catalog are available on **HOME HEALTH, AIDS, FOOD HYGIENE, ALZHEIMER'S/AGING/LONG TERM CARE FACILITIES, ELEMENTARY SCHOOL CATALOG, LAW ENFORCEMENT, DIABETES, WIC, SMOKING, OCCUPATIONAL HEALTH AND SAFETY, MINORITY HEALTH, SPANISH LANGUAGE, and DENTAL HEALTH**. A listing of the 16mm film collection with complete descriptions is also available. Please call our office to request one of these special catalogs.

The Audiovisual Library is constantly adding new media to the collection. To receive the latest **Supplement** to the catalog, call or write our office. The catalog Supplement is updated throughout the year. If you would like to be kept informed of new materials by e-mail, please supply your e-mail address.

Audiovisual Library Address and Office Hours

Texas Department of Health
Audiovisual Library
1100 W. 49th Street
Austin, Texas 78756
Phone: (512) 458-7260 Fax: (512) 458-7474

Monday through Friday
7:30 a.m. to 5:30 p.m.
(except holidays)

SUBJECT INDEX/ANNOTATIONS INTRODUCTION

The **SUBJECT INDEX** is designed to assist you in quickly locating media on various health-related topics. Titles in the **SUBJECT INDEX** are arranged alphabetically. The media format and catalog number follows the title. For example:

BIRTH OF A FAMILY 16mm - 26 1/2" VHS (open captioned) - 5120

Media Format Key:

S/T - slide/tape
16mm - 16mm film
1/2" - 1/2" VHS video
M - audiovisual model
B - book
AC - audiocassette
K - kit

Language Key:

Eng - English language
Span - Spanish language

Captioned Programs For the Hearing Impaired: In Subject Index see **HEARING IMPAIRED**.

Signed programs are narrated using American sign language.

Open-captioned programs have written text on the screen to indicate the narration.

Closed-captioned programs require the use of closed-captioned equipment to access the written text of the narration.

ANNOTATIONS

The annotations follow the subject index. Abbreviated descriptions are provided for 16mm films. A listing with complete descriptions of the 16mm film collection is available upon request. The annotation entry includes the following:

TITLE - title number

format color or black & white length prod. date audience level

Description Distributor Code Subject(s)

Notice that the Distributor Code is provided on each audiovisual. A listing of vendors' addresses and phone numbers is available upon request. This information will be helpful for customers wishing to inquire about purchasing or duplicating copyrighted videos. The copyright holder, not TDH, has videos available for purchase, and can discuss duplication rights.

AUDIENCE LEVEL KEY:

K	Preschool/Kindergarten	JrH	Junior High
P	Primary	SrH	Senior High
El	Elementary	A	Adult
I	Intermediate	Prof	Professional

All slide/tape programs are shipped in a slide carousel and are ready for showing. Most slide/tape programs are bilingual. One side of each cassette is in English and the other side is in Spanish or a cassette is provided in each of the languages. Slides are arranged in the English format. If the Spanish version is desired, be sure to replace the English title slides (color coded) with appropriately marked Spanish inserts (if available) before showing. Remember to return all slides to their original order when you are finished.

ALL PROGRAMS ARE PROTECTED UNDER COPYRIGHT LAW AND MAY NOT BE DUPLICATED OR TELEVISED WITHOUT WRITTEN PERMISSION FROM THE COPYRIGHT OWNER.



TEXAS DEPARTMENT OF HEALTH
AUDIOVISUAL LIBRARY
1100 WEST 49TH STREET
AUSTIN, TEXAS 78756-3199

Web address: <http://www.tdh.state.tx.us/avlib/avhomepg.htm>

TOLL-FREE (888) 463-7111 x7260 Austin Phone: (512) 458-7260 FAX: (512) 458-7474

STATEMENT OF RESPONSIBILITY

Media in the Texas Department of Health Audiovisual Library collection are inventoried state property. The person indicated on the media order blank as the "individual responsible" assumes all responsibility for borrowed media. Borrower responsibility includes:

1. **Prompt return of media by the scheduled date.** The borrower is responsible for return shipping costs. Any borrower having three (3) late returns will have their Audiovisual Library privileges suspended. No further confirmed orders will be shipped to borrowers with materials still out that are two weeks or more late being returned. Willful failure to return borrowed media upon request will be viewed as theft of state property in violation of Section 31.03, Texas Penal Code, the conviction of which could, depending on value, result in a fine not to exceed \$500.00 (Class C Misdemeanor), to confinement up to 10 years and a fine up to \$10,000 (Third Degree Felony). Please return media by U.S. Mail, UPS or other insured carrier.

2. **Prompt pickup of scheduled media by borrowers.** Scheduled programs not picked up on the pickup date will be returned to the Library on that date and will be charged the same as a late return.

3. **Replacement of lost or damaged media.** Audiovisual Library personnel check all media for damage after each use. Media returned by mail should be insured. Unless otherwise specified, insure each video for \$200, each 16 mm film for \$400, each slide-tape program, book, audiocassette, or model for \$100. Shipments valued at over \$400 should be returned by UPS or similar courier service. Borrowers will be liable for returned uninsured shipment lost in transit. In the event of loss or damage beyond repair, the Audiovisual Library will invoice the borrower for the full replacement value of the media or the cost of the repair expense. All materials that come in the shipment must be returned including study guides, shipping cases, and video album covers or borrowers will be billed for their replacement. A packing slip or card is enclosed with each shipment. This should be completed with the number of showings and viewers for each item borrowed.

4. **Copyright compliance.** Borrowed media cannot be duplicated or televised without prior written permission from the copyright owner. Media cannot be shown for commercial purposes, nor can an attendance fee be charged for their showing. Violations of federal copyright law will result in the immediate suspension of Audiovisual Library borrowing privileges and prosecution by the copyright owner can result in financial penalties and/or jail.

5. **Preview prior to showing.** Borrowers are responsible for selecting media appropriate for their audiences. Media should be previewed prior to showing.

6. **Privacy Notification:** With few exceptions, you have the right to request and be informed about information that the State of Texas collects about you. You are entitled to receive and review the information upon request. You also have the right to ask the state agency to correct any information that is determined to be incorrect. See <http://www.tdh.state.tx.us> for more information on Privacy Notification. (Reference: Government Code, Section 552.021, 552.023, 559.003 and 559.004)

I acknowledge financial responsibility to the State of Texas should items borrowed be lost, stolen or damaged from the date I receive the items until the materials have been received in the library. I have read and agree to the terms in the Statement of Responsibility listed above.

_____ ()		_____ ()	
Printed Name	Fax Number		
_____ ()		_____ ()	
Organization	Business Phone	Home Phone	

Address	City	County	Zip

Signature	E-mail Address	Date	



READ STATEMENT OF RESPONSIBILITY
ON REVERSE SIDE

TEXAS DEPARTMENT OF HEALTH
AUDIOVISUAL LIBRARY
1100 WEST 49TH STREET
AUSTIN, TEXAS 78756

Toll-free (888) 963-7111 x7260 Austin Phone: (512) 458-7260 Fax: (512) 458-7474

Internet: <http://www.tdh.state.tx.us/avlib/avhomepg.htm>

Media Order Blank

<input type="checkbox"/> CHECK SQUARE FOR CHANGE OF ADDRESS			User #
Borrower's Name			
Organization			Business Phone ()
Address (Mailing)	City	Zip	County
Address (Physical)	City	Zip	Home Phone ()
If you supply us with your fax number and e-mail address we will forward information on your orders or on new acquisitions electronically. FAX () EMAIL _____			
I acknowledge financial responsibility to the State of Texas should items requested below be lost, stolen or damaged from the date I receive the items until the materials have been received in the library. I understand that it is strongly recommended items be insured on their return to the library, and that if I fail to do so I will be charged the full replacement cost for all lost, stolen or damaged items. I have read and agree to the terms in the Statement of Responsibility. Privacy Notification: With few exceptions, you have the right to request and be informed about information that the State of Texas collects about you. You are entitled to receive and review the information upon request. You also have the right to ask the state agency to correct any information that is determined to be incorrect. See http://www.tdh.state.tx.us for more information on Privacy Notification. (Reference: Government Code, Section 522.021, 522.023 and 559.004) Signature _____ Date _____			

English Only?	Y	N	MAY WE SHIFT DATES?	Y	N
WHICH MEDIA FORMATS CAN YOU USE (Circle all that apply)			CATALOG NUMBER	DATE TO RECEIVE	DATE TO RETURN
16mm 1/2" VHS video slide/tape					
1) 1st Choice					
Alternate Title or Date					
2) 1st Choice					
Alternate Title or Date					
3) 1st Choice					
Alternate Title or Date					
4) 1st Choice					
Alternate Title or Date					
5) 1st Choice					
Alternate Title or Date					
6) 1st Choice					
Alternate Title or Date					
7) 1st Choice					
Alternate Title or Date					
8) 1st Choice					
Alternate Title or Date					

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Thank you for your cooperation.